

STATE OF CALIFORNIA  
Budget Change Proposal - Cover Sheet  
DF-46 (REV 08/15)

Fiscal Year 2016-17	Business Unit 3540	Department Forestry and Fire Protection	Priority No.
Budget Request Name 3540-001-BCP-DP-2016-GB		Program <b>VARIOUS</b>	Subprogram

Budget Request Description  
Public Information and Education

Budget Request Summary

The Department of Forestry and Fire Protection (CAL FIRE) requests \$1.540 million General Fund and \$127,000 Special Fund, and 5.0 positions starting in Fiscal Year 2016-17 to address insufficient staffing for Public Information and Education responsibilities, which is being pressured due to the ongoing demand for its services. Drought augmentation funding for Information/Education/Public Information Support has been provided to and/or requested by CAL FIRE from January 2014 to June 2016. Separate and apart from the drought, there is increased workload for Public Information and Education.

Requires Legislation <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Code Section(s) to be Added/Amended/Repealed	
Does this BCP contain information technology (IT) components? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>If yes, departmental Chief Information Officer must sign.</i>	Department CIO	Date
For IT requests, specify the date a Special Project Report (SPR) or Feasibility Study Report (FSR) was approved by the Department of Technology, or previously by the Department of Finance. <input type="checkbox"/> FSR <input type="checkbox"/> SPR Project No. Date:		

If proposal affects another department, does other department concur with proposal? ☐ Yes ☐ No  
*Attach comments of affected department, signed and dated by the department director or designee.*

Prepared By	Date	Reviewed By <i>M. Gumer</i>	Date 1-5-16
Department Director <i>A. Martin</i>	Date 1/5/16	Agency Secretary <i>[Signature]</i>	Date 1/5/16

**Department of Finance Use Only**

Additional Review: ☐ Capital Outlay ☐ ITCU ☐ FSCU ☐ OSAE ☐ CALSTARS ☐ Dept. of Technology

BCP Type: ☐ Policy ☐ Workload Budget per Government Code 13308.05

PPBA Original Signed by Amanda Martin	Date submitted to the Legislature 1-8-16
---	---

# BCP Fiscal Detail Sheet

BCP Title: Public Information and Education

DP Name: 3540-001-BCP-DP-2016-GB

## Budget Request Summary

	FY16					
	CY	BY	BY+1	BY+2	BY+3	BY+4
Positions - Permanent	0.0	5.0	5.0	5.0	5.0	5.0
<b>Total Positions</b>	<b>0.0</b>	<b>5.0</b>	<b>5.0</b>	<b>5.0</b>	<b>5.0</b>	<b>5.0</b>
Salaries and Wages						
Earnings - Permanent	0	398	398	398	398	398
Overtime/Other	0	34	34	34	34	34
<b>Total Salaries and Wages</b>	<b>\$0</b>	<b>\$432</b>	<b>\$432</b>	<b>\$432</b>	<b>\$432</b>	<b>\$432</b>
Total Staff Benefits	0	270	270	270	270	270
<b>Total Personal Services</b>	<b>\$0</b>	<b>\$702</b>	<b>\$702</b>	<b>\$702</b>	<b>\$702</b>	<b>\$702</b>
Operating Expenses and Equipment						
5301 - General Expense	0	208	188	188	188	188
5302 - Printing	0	5	5	5	5	5
5304 - Communications	0	10	10	10	10	10
5306 - Postage	0	5	5	5	5	5
5320 - Travel: In-State	0	25	25	25	25	25
5322 - Training	0	12	12	12	12	12
5324 - Facilities Operation	0	195	90	90	90	90
5326 - Utilities	0	5	5	5	5	5
5340 - Consulting and Professional Services - Interdepartmental	0	200	0	0	0	0
5342 - Departmental Services	0	0	-1	-1	-1	-1
5346 - Information Technology	0	45	35	35	35	35
5368 - Non-Capital Asset Purchases - Equipment	0	255	51	51	51	51
<b>Total Operating Expenses and Equipment</b>	<b>\$0</b>	<b>\$965</b>	<b>\$425</b>	<b>\$425</b>	<b>\$425</b>	<b>\$425</b>
<b>Total Budget Request</b>	<b>\$0</b>	<b>\$1,667</b>	<b>\$1,127</b>	<b>\$1,127</b>	<b>\$1,127</b>	<b>\$1,127</b>

## Fund Summary

Fund Source - State Operations						
0001 - General Fund	0	1,540	1,042	1,042	1,042	1,042
0102 - State Fire Marshal Licensing and Certification Fund	0	5	3	3	3	3
0198 - California Fire and Arson Training Fund	0	122	82	82	82	82
<b>Total State Operations Expenditures</b>	<b>\$0</b>	<b>\$1,667</b>	<b>\$1,127</b>	<b>\$1,127</b>	<b>\$1,127</b>	<b>\$1,127</b>

**Total All Funds**

---

\$0	\$1,667	\$1,127	\$1,127	\$1,127	\$1,127
-----	---------	---------	---------	---------	---------

---

**Program Summary**

## Program Funding

2460 - Office of the State Fire Marshal	0	25	16	16	16	16
2465010 - Fire Prevention	0	71	48	48	48	48
2465019 - Fire Control	0	1,091	738	738	738	738
2465028 - Cooperative Fire Protection	0	149	101	101	101	101
2465037 - Conservation Camps	0	246	166	166	166	166
2470010 - Resources Protection and Improvement	0	49	33	33	33	33
2470019 - Forest Practice Regulations	0	32	22	22	22	22
2470028 - Forest Resources Inventory and Assessment	0	4	3	3	3	3
9900100 - Administration	0	1,667	1,128	1,128	1,128	1,128
9900200 - Administration - Distributed	0	-1,667	-1,128	-1,128	-1,128	-1,128
<b>Total All Programs</b>	<b>\$0</b>	<b>\$1,667</b>	<b>\$1,127</b>	<b>\$1,127</b>	<b>\$1,127</b>	<b>\$1,127</b>

---

			Salary Information								
Positions			Min	Mid	Max	CY	BY	BY+1	BY+2	BY+3	BY+4
5595	-	Info Officer II (Eff. 07-01-2016)				0.0	1.0	1.0	1.0	1.0	1.0
5601	-	Info Officer I (Spec) (Eff. 07-01-2016)				0.0	3.0	3.0	3.0	3.0	3.0
9723	-	Battalion Chief (Eff. 07-01-2016)				0.0	1.0	1.0	1.0	1.0	1.0
Total Positions						0.0	5.0	5.0	5.0	5.0	5.0
Salaries and Wages			CY	BY	BY+1	BY+2	BY+3	BY+4			
5595	-	Info Officer II (Eff. 07-01-2016)	0	83	83	83	83	83	83		
5601	-	Info Officer I (Spec) (Eff. 07-01-2016)	0	226	226	226	226	226	226		
9723	-	Battalion Chief (Eff. 07-01-2016)	0	123	123	123	123	123	123		
Total Salaries and Wages			\$0	\$432	\$432	\$432	\$432	\$432	\$432		
Staff Benefits											
5150350	-	Health Insurance	0	93	93	93	93	93	93		
5150450	-	Medicare Taxation	0	6	6	6	6	6	6		
5150500	-	OASDI	0	19	19	19	19	19	19		
5150600	-	Retirement - General	0	43	43	43	43	43	43		
5150630	-	Retirement - Public Employees - Miscellaneous	0	73	73	73	73	73	73		
5150800	-	Workers' Compensation	0	36	36	36	36	36	36		
Total Staff Benefits			\$0	\$270	\$270	\$270	\$270	\$270	\$270		
Total Personal Services			\$0	\$702	\$702	\$702	\$702	\$702	\$702		

**A. Budget Request Summary**

The Department of Forestry and Fire Protection (CAL FIRE) requests \$1.540 million General Fund and \$127,000 Special Fund, and 5.0 positions starting in Fiscal Year (FY) 2016-17 to address insufficient staffing for Public Information and Education responsibilities, which is being pressured due to the ongoing demand for its services. Drought augmentation funding for Information/Education/Public Information Support has been provided to and/or requested by CAL FIRE from January 2014 to June 2016. Separate and apart from the drought, there is increased workload for Public Information and Education.

**B. Background/History**

Currently, CAL FIRE's Communications Program lacks sufficient permanent staff and the overall structure required to sustain the demand for public information and education. Prior to the drought augmentation funding, CAL FIRE had 2.0 dedicated Public Information Officers (PIO) and 1.0 dedicated fire prevention PIO. The PIOs are responsible for covering the entire State, responding to media inquiries, which occur 24 hours a day, as well as generating key public safety messages to be shared through traditional media, social media, direct public contact, and the Department's websites. Staff must prepare for and keep current on many complex topics across a variety of program areas including, but not limited to, Resource Management, Office of the State Fire Marshal, and Fire Prevention and Suppression, including Aerial Firefighting.

The type of messages that are provided range from incident information (such as evacuations), to public education (such as critical fire prevention information during red flag warning periods, home fire safety, emergency preparedness, burn and injury prevention), to hazardous liquid pipeline incidents, fireworks, timber harvest operations, prescribed fire, forestry sector greenhouse gas reduction, and policy issues such as the State Responsibility Area fire prevention fee. The Department is responsible for filtering and disseminating all general Department and incident information Statewide, often on a minute-by-minute basis. The type of information ranges from critical emergency wildfire evacuations, to high profile timber harvesting plans, to the impact of climate change on CAL FIRE's programs, to inquiries on State fire codes from the State Fire Marshal's Office. The current staffing level is extremely disproportional to the amount of media and public requests the Department receives, as evidenced that each of two PIOs' billable overtime was in excess of 1,500 hours prior to the addition of the drought staff.

Starting in FY 2015-16, CAL FIRE received an increase of \$1.2 million for a Public Education campaign centered on the prevention and preparedness for wildland fires throughout California. The campaign targets homeowners and residents of, along with visitors to, the State Responsibility Area (SRA). The new funding will enable existing statewide media campaign materials to be delivered to a broader audience within the 31 million acres of SRA. In addition, the funding will enable the dissemination of new, topical CAL FIRE in-house developed media campaigns, as is the case with hobby drone incursions into aerial firefighting operations.

**C. State Level Considerations**

This proposal is consistent with the goals and objectives of the Department's 2012 Strategic Plan:

Goal: Effectively communicating our mission and vision to employees, partners, and stakeholders.

Objective: Enhance internal communications and facilitate two-way communication at all levels.

Objective: Enhance external communications.

Goal: Seek to improve operational efficiency and effectiveness by shaping, enhancing, and adapting to changing circumstances.

Objective: Align resources and redesign organizational units, regions, and headquarters to better reflect operational needs.

This proposal is consistent with CAL FIRE's mission, as well as the goals and objectives of the 2010 Fire Plan:

Goal #4: Increase awareness, knowledge, and actions implemented by individuals and communities to reduce human loss and property damage from wildland fires, such as defensible space and other fuels reduction activities, fire prevention, and fire safe buildings.

Goal #4 (Objective A): Educate landowners, residents, and business owners about the risks and their incumbent responsibilities of living in the wildlands, including applicable regulations, prevention measures, and preplanning activities.

Goal #4 (Objective B): Educate landowners, residents, fire safe councils, and business owners to understand that fire prevention is more than defensible space, including why structures ignite, the role embers play in such ignitions and the importance of fire safe building designs and retrofits.

Goal #4 (Objective K): Analyze trends in fire cause and focus prevention and education efforts to modify behavior and effect change.

Goal #6: Determine the level of fire suppression resources necessary to protect the values and assets at risk identified during planning processes.

Goal #6 (Objective F): Improve policies and strategies to minimize injuries or loss of life to the public and emergency responders during emergency response.

### **D. Justification**

This request encompasses adding 1.0 PIO II, 1.0 Battalion Chief/PIO (BC/PIO), and 3.0 PIOs. The designation of a fire protection classification is necessary as the classification has the training, education, and experience from the position as a company officer and first line command and control personnel to speak knowledgeably on the science, behavior, spread, and characteristics of fire in the context of fire prevention, preparedness, and safety messages. The ability of the fire protection classification to safely escort media and stakeholders to an active fire line and assist imperiled communities with safe evacuation and reentry information is also critical for the position. The incumbents will also need to have applicable communications training. This request also includes \$200,000 for the transition of all Department internet websites and databases to today's content management system technology.

The additional staff will ensure the media is provided with appropriate and timely information. There has been a drastic increase in the occurrence of large, damaging fires in California with over half of the largest fires in the State's history occurring since 2002. The Department attributes this increase to a number of factors, including an increase in population and the effects of climate change. In addition to the change in conditions, there has been a major shift in the demand for public information in real time, 24 hours a day, 7 days a week. The increased demand that came with the advent of 24-hour cable news stations in the 1990s has only intensified over the last few years. With a sharp rise in the use of various social media outlets, there is a near instantaneous demand for the Department's engagement by the media and the public. The percentage of Californians getting news from online and digital sources continues to grow, and that trend has been sustained in the last two years by an increase in the use of mobile devices.

Depending where in the State the incident is will determine the amount of media interest and the specific media market. Smaller incidents such as the Junction Fire, which occurred in Madera County, required a minimum of eight dedicated PIOs that came from various governments to provide this coverage. Incidents in larger media markets such as Los Angeles, Santa Barbara, or San Diego have required upwards of 30 dedicated PIOs or more that will come from various governments to provide this coverage. In many cases, an incident may require 24 hours per day, 7 days per week (24/7) PIO coverage to meet the needs of local, national, and international media interest. At the same time, regional PIO demand is on the increase. There are many media markets across the State and each market has unique needs. For instance, the San Francisco Bay Area media has a need that is different



than Fresno. Having regional PIO coverage is of paramount importance in order for CAL FIRE to meet demands for information in a timely and geographically relevant manner. Having a stronger presence in larger media markets such as the San Francisco Bay Area, Los Angeles, and San Diego enables the Department to be more responsive and reach more citizens with critical informational and educational messages.

The Department's request reflects the considerable workload that the average fire season and now year-round fire season generates. These positions would allow for appropriate coverage of the major media markets, as well as the ability to respond with skilled PIOs during a major incident or fire siege situation. It is important to note that while large incidents, such as the Rim Fire in 2013, generate significant workload, the Department's initial attack activity also generates the need for critical public safety information. During just one week when the Rim Fire was taking place, the Department responded to over 350 other initial attack fires throughout the State.

CAL FIRE received over 3,300 media calls, just on the statewide media line in the past 12 months. The media line is covered by rotating PIO staff coverage 24/7. Along with the increased fire activity, the Department has experienced an increase in media requests. It is important to point out that it can take from five minutes up to several hours to respond to each media call, depending upon the complexity of the question asked. For example, the calls can range from simple fire situation update(s) to topics and long-term stories requiring in-depth research and coordination with CAL FIRE program staff, the Natural Resources Agency, other State departments, or the Governor's Office in order to craft an appropriate response. Examples requiring this kind of in-depth coordination are Greenhouse Gas Reduction Fund inquires and personnel issues. It is expected this level of press activity will be sustained.

The 3,300 media calls noted above do not capture the call volume of reporters directly contacting the individual PIOs on their individual phone lines, which can be excessive during emergency activity. For example, on July 1, 2014, during the "Butts" Incident, one PIO received 78 phone calls on his assigned phone line just in one day, and over 90 phone calls during the next 24 hour period – all in addition to calls received on the Department's dedicated media line. In the month of July, this particular PIO accrued over 300 hours of overtime in incident support and Statewide 24/7 PIO duty coverage.

The "Butts" incident data can then be extrapolated to a more in-depth situational analysis of that which occurred when 19 large fires ignited in San Diego County beginning on May 5, 2014. Over a period of 18 days, the fire siege forced the evacuation of over 55,000 citizens from their homes and schools, destroyed an estimated 37 homes and burned 29,388 acres. The wildfires erupted in Southern California during severe Santa Ana wind conditions and a heat wave in the midst of California's drought emergency. During the 18 days, CAL FIRE's two PIOs immediately engaged to meet the high demand for accurate and timely public and media information. They assisted the CAL FIRE unit and other local agency PIOs with round the clock demand for information during the dynamic emergency. The intent for the two PIOs was to work alternating shifts to cover the demand so that each could get necessary sleep; however, that never materialized. Both individuals were unable to get any semblance of sleep for over three days due to the extreme volume of activity. The two PIOs were responsible for meeting the ongoing demand for accurate and timely information on evacuations, road closures, impacts of the fire, and educating the public on the Ready for Wildfire Program. The Ready for Wildfire Program tells the public what to do before, during, and after a fire, as well as how to prepare for the next one. The PIOs supported multiple daily press briefings, community meetings for residents affected by the fires, meetings with elected officials, and dignitary visits where those individuals needed to be escorted around the fire line. It is important to note that one of the PIOs was committed to the siege for 14 days straight. He then spent an additional week after the siege working with national media outlets focusing on California's drought and the efforts of the Governor's Drought Task Force. To complement this data, one of the PIOs logged over 7,500 miles on his assigned vehicle in less than a two month period.

The Rocky Fire started on July 29, 2015 at 3:29 p.m. The fire burned nearly 70,000 acres over the next 16 days, destroying 43 homes and 53 outbuildings. At the peak of the fire, more than 13,000 residents were impacted by evacuations and 7,500 homes were threatened, with more than 7,000 firefighters on

the fire lines. The fire was fully contained on August 14, 2015. On August 9, 2015, at 3:34 p.m., the Jerusalem Fire, just south of the Rocky Fire, began. The Jerusalem Fire burned over 25,000 acres, destroyed six homes and 21 outbuildings. The fire was 100% contained on August 25, 2015. During the Rocky and Jerusalem Fires there were over 10,700 calls into the public call center number that was staffed 24 hours a day, with four personnel on each shift. In addition to these 10,700 calls, approximately 1,200 more calls came into the CAL FIRE media line that is staffed by a single PIO 24 hours a day. There were also hundreds of calls directly into the work cell phones of the individual PIOs assigned to the incident. They established over two dozen "trap lines", which are locations where information boards are placed and updated daily for communities affected by the incident. Community meetings were led by the PIOs to give the incident team an opportunity to give information as to the firefighter's progress and the status of the fire, as well as evacuations and road closures. Additionally, the PIOs on the Rocky Fire had visits from not only local and regional dignitaries, but also Governor Jerry Brown.

Another example of a recent and ongoing impact to the public information and education staff is the increase in the occurrence of hobby drone incursions into aerial firefighting operations. With current Federal Aviation Administration guidelines lacking, staff have partnered with federal land management agencies and the California Office of Emergency Services on a public education outreach campaign stressing the risk these drones present to firefighters and the public. Four press conferences were held across the state over a period of just three weeks. In addition, public education staff developed a slogan along with print and electronic graphics for use in the campaign that informs the public, "If You Fly, We Can't" and stresses, "No Drones Over Fire Zone". The critical nature of this outreach cannot be underestimated as the threat for potential for life and property damage from drones is high, which then negatively impacts the direct fire fight. Aside from the potential priceless loss of human life, damage to helicopters or tankers from a drone strike can run in the hundreds of thousands to several million dollars.

It is important to note the workload is not just driven by fire and emergency response. Other programs under CAL FIRE are increasingly contributing to the demand for media and public response, along with an increased need in Public Education outreach. For example, CAL FIRE's Office of the State Fire Marshal is responsible for the oversight of approximately 4,500 miles of hazardous liquid pipeline in California. In May 2015, the oil spill off the coast of Santa Barbara greatly impacted the Department's PIO staff. Another example is the current epidemic of bark beetle infestation in California forests. With over 12.5 million dead or dying trees, PIO and Public Education staff have been engaged for over four months in developing and implementing a comprehensive bark beetle Public Education campaign ([www.PrepareForBarkBeetle.org](http://www.PrepareForBarkBeetle.org)) that will be publicized using the new \$1.2 million in Public Education funding.

The requested funding will also allow the Department to maintain the high standards of responsiveness to all forms of media, while maintaining a consistent public safety message through the implementation of aggressive Public Education programs and stakeholder outreach. The current levels of overtime of current staff positions, approximately 1,500 hours of overtime on average, are simply not sustainable. As the elevated threat of wildfires due to the effects of climate change and drought continues to be present, the availability of staff to perform these functions as collateral duties will be negatively impacted.

While initial attack and major incidents will take up much of the workload, the addition of the requested staff will enable CAL FIRE to focus more on Public Education and outreach on complex and/or controversial Resource Management issues, such as high profile land conversions in Northern California, timber harvest approvals, the SRA Review, SRA Fire Prevention Grants, and the aforementioned bark beetle epidemic. These types of issues require considerable time and effort, due both to the long-term nature of the processes involved and to the complexity of the issue at hand. The additional staff will also allow more focus to be afforded to fire and life safety issues such as smoke alarms, fire sprinklers, flame retardant building materials, fireworks, and liquid pipeline oversight. Currently, PIO and Public Education staff focus on these issues primarily in reaction mode, rather than



taking a proactive approach to public outreach and media communication before the issue gets into the media.

This request will provide for the necessary funding to bring the Department's websites and databases (incident information) up to current content management system technology. The current websites (e.g., fire.ca.gov, bof.fire.ca.gov, osfm.fire.ca.gov, and frap.fire.ca.gov) are antiquated and use technologies that are no longer supported and fail on a frequent basis due to high demand. It is paramount that crucial information and education tools be supported and made accessible to the public. In addition to providing non-emergency information, the CAL FIRE website is used as a crisis communication tool, for which hundreds of thousands of people rely for the latest information on incidents. The website is also used to communicate important contemporary and timely information to varying target audiences, including but not limited to, the subjects of drought, pest management (bark beetle), fuel reduction, grants, greenhouse gas education, and drone safety.

The 1.0 Public Information Officer II position is required to coordinate the development and delivery of programs of instruction intended to educate and inform the public regarding fire and life safety, fire prevention, training and education, and enforcement issues. The position will determine fire and life safety educational priorities, goals, and objectives, and the subsequent strategies and methods. Additional duties will include assurance in training of fire and life safety educators, establishment of policies and procedures for the Public Education Program, design and development of original, or modification of existing course materials and lesson plans for programs of fire and life safety public education. The position will also work to propose solutions to urgent educational and/or media issues such as Vapor Systems Technology gas nozzle design problems and fireworks seizures. The position will also provide requested and needed outreach on various State Fire Marshal Office campaigns, including but not limited to smoke alarm and residential fire sprinkler education, home fire safety and evacuation drills, as well as burn and injury prevention. Additionally, this position will oversee the management and content of nine websites, as well as multiple CAL FIRE Unit websites.

The 1.0 BC/PIO position is required to represent the Department as a Northern Region PIO on fire and life safety, conservation and resource management, public education, and incident information. As a member of the communications staff, the position will assist in the overall planning, development, and coordination of projects, events, and incident coordination based on current and anticipated needs of CAL FIRE executive and region staff.

The 3.0 PIO positions are required to develop and implement public information messaging, act as media spokespersons, assist the Department Information Officer with responses to daily media requests, and create/maintain working relationships with members of the media. They will also represent the Department on daily fire and life safety/conservation/resource issues, coordinate the release of information with unit PIOs, and assist the Department Information Officer and Communications Office Web Tech with confirming incident information. Other duties will include providing general and technical fire prevention education information to the public, other state agencies, and federal agencies and local government in written and verbal format, and assist in the overall planning, development, and coordination of region projects based on current/anticipated needs of CAL FIRE. Additionally, these positions will allow for increased participation in various public events enhancing CAL FIRE's education outreach capabilities to a greater number of Californians.

## **E. Outcomes and Accountability**

California is a fire prone state. Its Mediterranean climate, long dry summers, Santa Ana winds, chaparral, brush, rangelands, wooded foothills, and forested mountains together make it a prime target for wildland fires. When combined with the impact of climate change, a burgeoning population, and residential development of wildland areas, California will continue to experience the nightmare of wildland conflagrations. The requested resources will allow CAL FIRE to be better prepared for increasingly extreme fire seasons resulting from climate change. The requested resources will also

allow the Department to focus more on resource management and Office of the State Fire Marshal programs that are currently being underserved due to the lack of dedicated staff.

## F. Analysis of All Feasible Alternatives

**Alternative 1:** Approve \$1.540 million General Fund and \$127,000 Special Funds, and 5.0 positions starting in FY 2016-17 to provide staffing for Public Information and Education responsibilities.

### Cost:

- \$1.667 million

### Advantage:

- Enhances internal communications and facilitates two-way communication at all levels.
- Allows for the 24/7 coverage of the major media markets, as well as the ability to respond with skilled PIOs during a major incident or fire siege situation.
- Effectively communicates the effects of climate change on the environment and its impact to fire prevention and suppression efforts.
- Enables the development of key public safety messages to be shared both through traditional media, social media, and the Department's websites.
- Provides the ability to increase awareness, knowledge, and actions implemented by individuals and communities to reduce human loss and property damage from wildland fires, such as defensible space and other fuels reduction activities, fire prevention, and fire safe buildings.
- Enhances external communications by transitioning CAL FIRE's current websites and databases to more efficient, robust, reliable, and responsive applications that use today's content management system technology. This transition allows for more efficient compliance with the latest State template standards and accessibility mandates. It will also enhance program staff's ability to manage their own content.

### Disadvantage:

- Additional costs to the General Fund and Special Funds.

**Alternative 2:** Continue with FY 2013-14 staffing levels, but provide additional base budget funding to cover anticipated billed overtime at roughly 2,000 hours for the existing staff.

### Cost:

- \$75,000

### Advantage:

- No additional positions required.

### Disadvantage:

- Current levels of staffing are not sustainable. The availability of staff to perform these duties as the elevated threat continues to be present, and demand for services continued, will eventually result in staff burn out and then turnover.
- The Department may not be able to continue to achieve an "awareness" level in the public outreach efforts and may not affect any real change in public behavior in terms of fire prevention and preparedness.
- There will be inefficient allocation of resources to rapidly emerging incidents.

- There will be inefficient staffing to facilitate two-way communication between leadership, local governments, and cooperators.
- Does not provide the ability to increase awareness, knowledge, and actions implemented by individuals and communities to reduce human loss and property damage from wildland fires, such as defensible space and other fuels reduction activities, fire prevention, and fire safe buildings.
- Does not enhance external communications by transitioning CAL FIRE's current websites and databases to more efficient, robust, reliable, and responsive applications that use today's content management system technology. This transition allows for more efficient compliance with the latest State template standards and accessibility mandates. It will also enhance program staff's ability to manage their own content.

### **G. Implementation Plan**

In June 2016, the Public Information Office expects to advertise for the positions through the CalHR Vacancy Database. All list eligible, lateral/transfer, and/or SROA candidates will be considered. Upon enactment of the Budget Act of 2016, job offers would be made. The expected start date for all of the positions would be August 2016.

### **H. Supplemental Information**

CAL FIRE is requesting funding in FY 2016-17 for a total of five vehicles. Of the five vehicles, one will be for the PIO II, one will be for the BC/PIO, and three will be for the PIOs. There are no additional vehicles that can be redirected due to the current cap on vehicles. Therefore, funding in FY 2016-17 is necessary to authorize, acquire and pay for new vehicles.

CAL FIRE is also requesting funding for a per-position facility component, consistent with State Administrative Manual Section 6453, to account for the marginal adjustments of staff; therefore, it is not necessary to coordinate this request with the CRUISE Form 9.

The request includes \$200,000 for an external contract to bring the Department's websites and databases (incident information) up to current content management system technology as current websites are antiquated and use technologies that are no longer supported.

### **I. Recommendation**

**Alternative 1:** Approve \$1.540 million General Fund and \$127,000 Special Fund, and 5.0 position authority starting in FY 2016-17, which would address insufficient staffing for Public Information and Education responsibilities, which is being pressured due to the ongoing demand for its services.